
Re-Activating Saint James Park: A Community Café Proposal

San Jose, CA

October, 2014

Project Focus Group:
Neighborhood Housing Services of Silicon Valley
CommUniverCity San Jose
St. James Park Neighborhood Association

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I. Introduction

A. Current Park Conditions

Since its founding in 1847, Saint James Park became a historical asset to downtown San Jose. Situated between a rapidly growing residential neighborhood and an economically diverse downtown area, the park will soon need to accommodate and respond to future surrounding growth and the needs of its community. Recent concerns over safety and neglect of the park have many local community members immediately concerned about its future. However, the park's vast open space and picturesque environment offers the possibility to rethink its design and amenities for reactivation and to develop the area as a local destination. In addition, the park's close proximity to San Pedro Square, Santa Clara Street, and Guadalupe River Parkway offer opportunity to reintegrate the park with its surrounding assets and make it welcoming to a wide range of users from within downtown and the larger region.



2nd St Transit Station



1st Church of Christ, Scientist



St. James Signage



Homeless Presence

I. Introduction

B. Project Scope & Planning Process

The purpose of this proposal is to develop a café that will serve as a significant catalyst project enabling additional future improvement and long term vitality of St. James Park. This is a community-driven effort that builds on an ethnographic investigation completed by students in San Jose State's Urban Design Studio during the fall of 2013. The investigation revealed the opportunities and constraints of the area (sjurbandesign.com). As a result, community leaders from the Neighborhood Housing Services Silicon Valley joined the students to propose a community café that will foster new activity among local residents and nearby employees.

This document will set forth a set of recommendations for the design, construction, and operations of a community café. It will also include a description of the park's existing conditions as well as comparable national models.



St. James Park analysis, Fall 2013



I. Introduction

C. Proposal Objectives

The objectives of this cafe proposal are to:

- Reactivate an underutilized urban space with increased foot traffic
- Provide a place that is inviting to all members of the community
- Encourage community dialogue and participation by providing an enjoyable and convenient outdoor gathering space
- Provide an amenity that can financially contribute to recurring activities and events at the park
- Create a venue that can be interchangeably used for both café and concession purposes



Underutilized space

D. Relevant Prior Proposals

A proposal for a café is also in accordance with the **2002 St. James Park Master Plan Update** which found that a café is a desired way to activate the park on a daily basis and provide food service for park visitors. A café encourages longer stays and reduces the impulse to simply 'pass through'. Several building alternatives that varied in character and location were explored, but it was decided that a temporary food vendor would serve the needs of the park until a time when demand became strong enough for a café. Similar to their proposal which called for a café building that utilizes a system of fold-away doors that can be opened on good weather days, our design recommends outdoor patio seating to allow patrons to utilize the surrounding plaza.



Encourage community participation

I. Introduction

E. Project Agenda & Meeting Schedule

Phase 1:

1. Garner Community Support
2. MOU Between Committed Partners
3. Prepare Operator Proposal and Qualifications
4. Secure Funding
5. Design and Permits

Phase 2:

1. Assign Project Manager
2. Start Construction
3. Opening Ceremony
4. Café Assessment

Community Meetings to Date:

January 14, 2014, 12:00pm

- Brainstorming, Concept Development
- Develop Proposal Framework

February 21, 2014, 2:00pm

- Proposal Development
- 70% Proposal Completion Point

March 28, 2014, 1:00pm

- Meeting with Stakeholders
- Discuss Funding Avenues
- Garner Community Support

May 9, 2014, 1:00pm

- Project estimated budget, Construction costs and design, Water main plans, Café precedents.
- Finalize MOU

June 13, 2014, 1:00pm

- Project budget, Construction options, Operator options
- Sub-team development

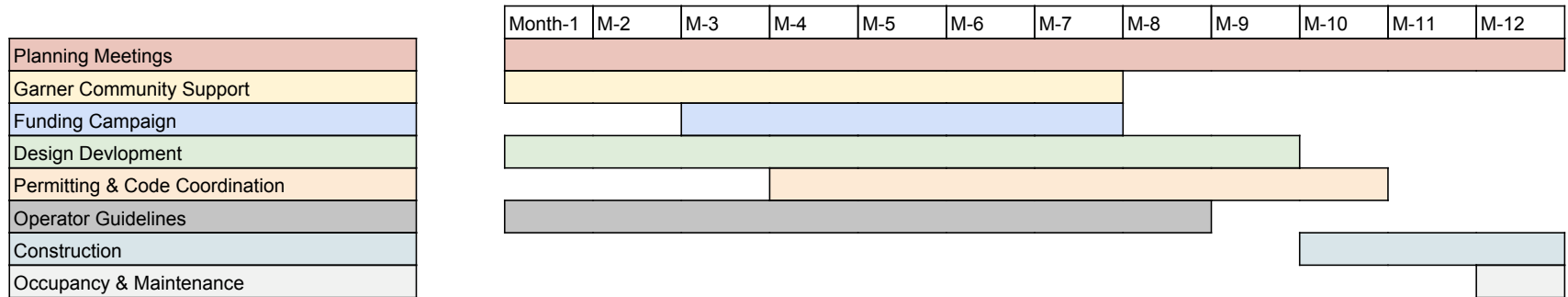
July 25, 2014, 1:00pm

- Project wrap-up
- Completion of Proposal

I. Introduction

F. Draft of 1-Year Project Timeline

St. James Community Cafe 1-Year Project Timeline (Long-term Project Proposal)



I. Introduction

G. Proposed Project Roles

Proposal Focus Group:

- Neighborhood Housing Services of Silicon Valley
- CommUniverCity San Jose
- St. James Park Neighborhood Association

Project Host Phase 1:

- Neighborhood Housing Services Silicon Valley

Fundraising & Marketing:

- San Jose Downtown Association
- San Jose Parks Foundation
- Planning Graduate Students

Municipal Support:

- City of San Jose, District 3

Permitting, Approvals:

- City of San Jose Parks, Recreation & Neighborhood Services
- City of San Jose Planning, Building, & Code Enforcement

Construction and Development Support:

- TBD

Operations Support:

- Recovery Cafe

Marketing and Communication Support:

- St. James Park Neighborhood Association
- Preservation Action Council
- Trinity Cathedral
- CommUniverCity

II. Existing Conditions

A. Park History

Since its designation as a city park, St. James has been home to many historic events and buildings. Esteemed landscape architect Frederick Law Olmsted designed the diagonal walkways prior 1870. The park has since been recognized on the National Register of Historic Places by the United States Department of the Interior. The City of San Jose has provided a statue and a memorial for President William McKinley and Presidential Candidate Robert F Kennedy as both former political leaders who have ties to public speeches in the park. Beautiful buildings such as the Trinity Episcopal Cathedral and the First Unitarian Church, as well as others, surround the park and pay homage to the history of this district.



President McKinley Monument



St. James Park Fountain



Robert F. Kennedy Memorial



The First Unitarian Church

II. Existing Conditions

B. Historic Designation

St. James Square and its surrounding buildings are the cornerstone to San Jose's history and part of a historic district designated by the National Register of Historic Places. Many city landmarks and structures populate the area which include: First Church of Christian Scientist, County Courthouse, Post Office, Trinity Episcopal Church, Eagles Hall, First Unitarian Church, Scottish Rite Temple, Sainte Claire Club, National Guard Armory, Germania Hall and the St. James Park itself.



Source: March 7th from http://www.preservation.org/maps/st_james_district.pdf

II. Existing Conditions

C. Related Existing Ordinances

Zoning Type

Downtown Commercial

This zoning district restricts certain uses and building improvements within specified downtown zones.

Definitions

In the City of San Jose, there are no current ordinances that directly apply to café establishments located in public parks. However, there are regulations for food vendors.

A **food establishment** is any fixed structure that sells food as its primary business such as a restaurant. While **food vending** is related to a stationary vending facility which remains or operates on any single parcel or lot for more than a total of two hours in any twenty-four-hour period.

Businesses in Public Parks

13.44.180 Doing business prohibited unless a permit issued from Director of Parks and Recreation.

San Jose Municipal Code

- Sidewalk, Streets, and Public Spaces (SJMC 13.44),
- Business License and Regulations (SJMC 6.93. 6.54),
- Public Works and Improvements (SJMC 14.05, 14.25),
- Public Utilities (SJMC 15.08, 15.12, 15.26),
- Buildings and Construction (SJMC 17), and
- Zoning (20.70, 20.80).

Council Policies

- Living Wage Policy (3-3),
- Uses of Public Property (6-16),
- Below Marker Rental Policy for Use of City-Owned Land and Buildings by Non-Profit or Charitable Organization or for Governmental or Other Public Uses (7-1),
- Estimating Construction Costs and Developing of Project Budget (8-12),
- Green Building Policy (8-13), and
- Off-Site Directional Signs for Public or Quasi-Public Facilities (9-2).

II. Existing Conditions

D1. Living/Prevailing Wage Policy

Purpose:

The purpose of this policy is to provide a livable wage for workers employed by employers who are awarded service contracts or direct financial assistance by the City.

It is the policy of the City of San José that persons doing work on, for or on behalf of the City should be paid a living wage, be provided with or able to afford health insurance, have reasonable time off, not be subjected to layoff merely because the City changes contractors, and should work in an environment of labor peace.

Background:

On November 17, 1998 city council adopted Resolution No. 68554. On June 8, 1999 Council adopted Resolution No. 68900 revising the policy based off of survey and research findings. In January 2014, revisions were made to this policy to clear up misinterpretations about leasing property on public land.

Relevant Findings:

1. The prevailing/living wage policy does not apply to leases that do not have a direct service contract or receive financial assistance of less than \$100,000.
 - a. excluding any corporation organized under 501(c) 3 and 6 (non-profit organization) of the United States Internal Revenue Code of 1954.
2. Any construction on public property typically requires prevailing/living wage for contractors and subcontractors
 - a. If there is no public money assisting in the construction of the development, the prevailing/living wage is not required for contractors and subcontractors.

II. Existing Conditions

D2. Living Wage/Prevailing Wage 5-year History for San José

Wage Rate With Benefits

7/1/09 – 6/30/10	\$12.83 Per Hour
7/1/10 – 6/30/11	\$12.94 Per Hour
7/1/11 – 6/30/12	\$13.59 Per Hour
7/1/12 – 6/30/13	\$14.73 Per Hour
7/1/13 – 6/30/14	\$15.78 Per Hour
7/1/14 – 6/30/15	\$17.81 Per Hour

Wage Rate Without Benefits

7/1/09 – 6/30/10	\$14.08 Per Hour
7/1/10 – 6/30/11	\$14.19 Per Hour
7/1/11 – 6/30/12	\$14.84 Per Hour
7/1/12 – 6/30/13	\$15.98 Per Hour
7/1/13 – 6/30/14	\$17.03 Per Hour
7/1/14 – 6/30/15	\$19.06 Per Hour

These rates are reviewed each year based on any change to the December 31st Federal Poverty Level Standard and the geographic cost of living differential used by the City. If neither standard has changed, the Consumer Price Index for all Urban Consumers in the San Francisco-Oakland-San José area will be reviewed.

II. Existing Conditions

E1. Existing Infrastructure: Storm and Sewer Mains

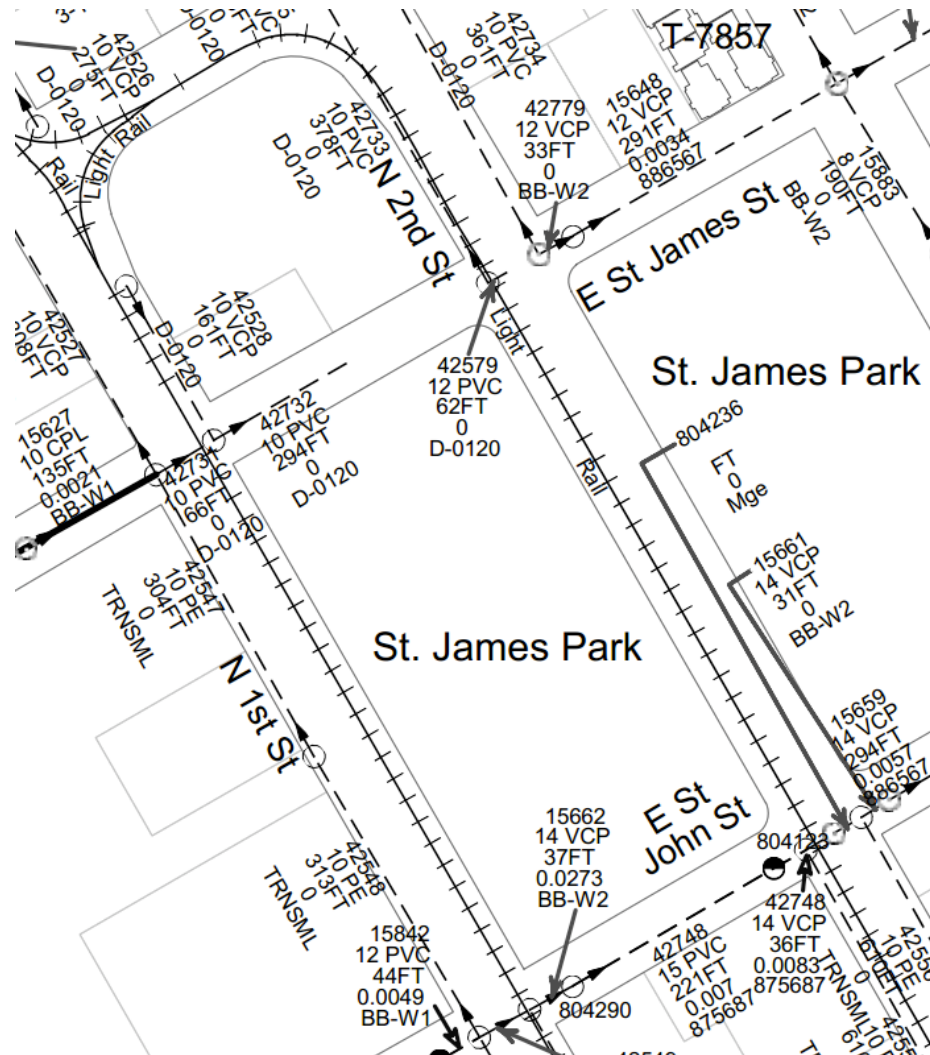
San Jose Water Company provides water services in and around the park. After the demolition of the former senior center in the northeastern quadrant of the park, there may be a possibility that water mains exist.



Data accessed from
<https://www.sanjoseca.gov/index.aspx?NID=3308> on
January 29, 2014,
Data Current as of 2010

II. Existing Conditions

E2. Existing Infrastructure: Sewer Mains



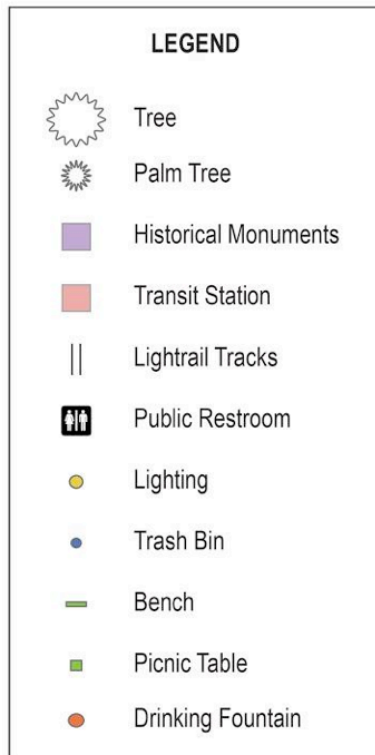
II. Existing Conditions

F1. Urban Context Plan



II. Existing Conditions

F2. Park Site Plan

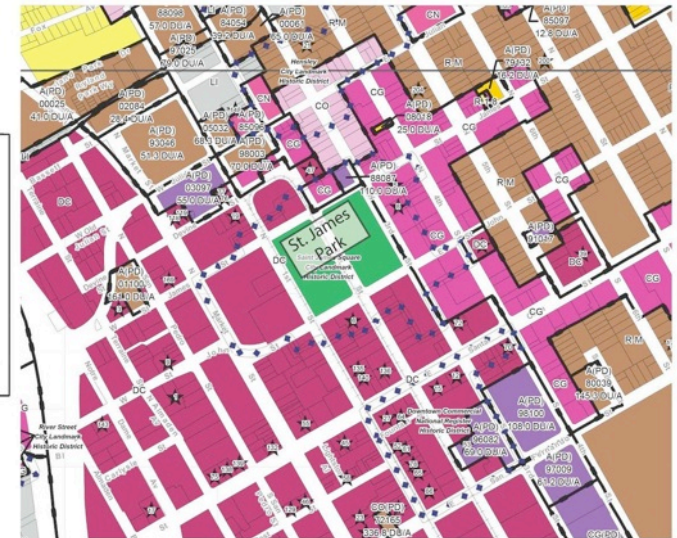


Source: Jeremy Attema

Existing Conditions

G. Existing Land Use Designation

Saint James Park is primarily surrounded by Downtown Commercial zones with a small portion of Commercial General zones. To the north and east of the park are Multifamily and Single-Family Residential zones. A Light Industrial zone is also present to the north of the park on North 2nd and Bassett Streets.



Envision San Jose 2040 General Plan

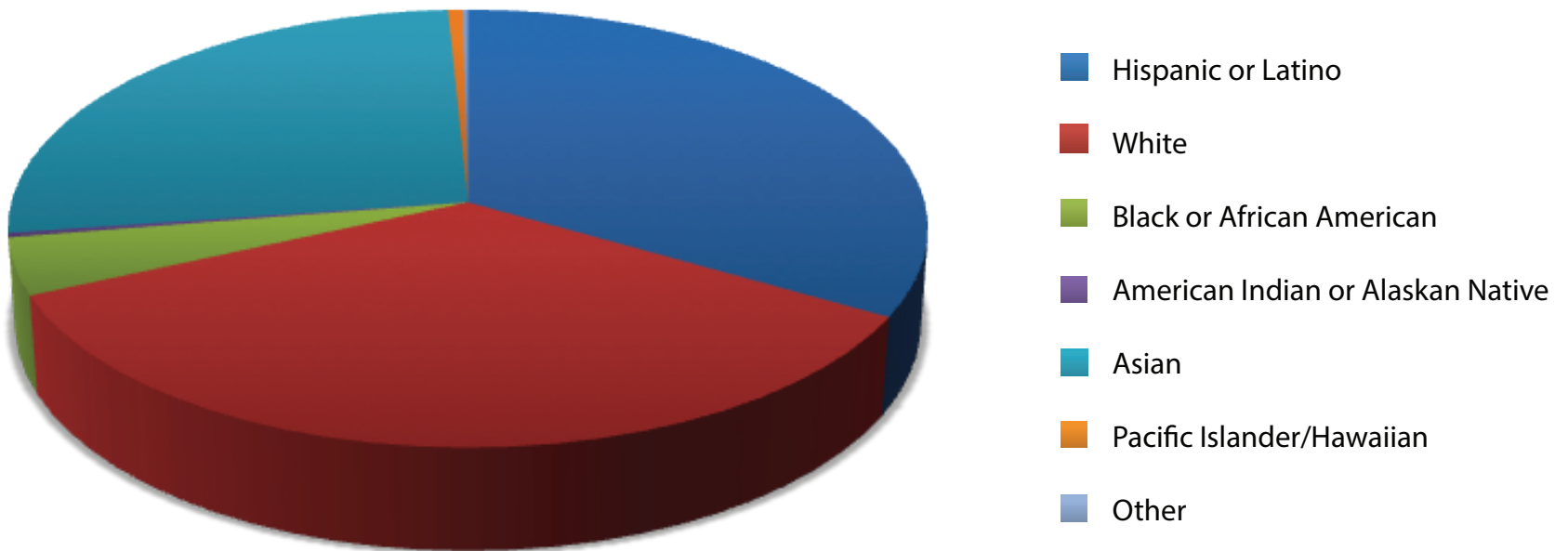
Two major land use designation changes or additions include a BART station on N. 1st St. and E. Santa Clara St. and proposed Urban Village Boundary Areas to the north and east of St. James Park. The General Commercial area designation is expected to change to Downtown Commercial or Neighborhood/Community Commercial zones and the Downtown Commercial zone is expected to fully surround St. James Park.



Source: SanJose.ca.gov.

II. Existing Conditions

H. Race and Population of Area [3 blocks surrounding park]



Source: 2010 Census

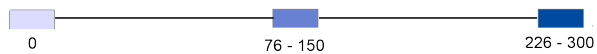
II. Existing Conditions

I. Age of Area Residents

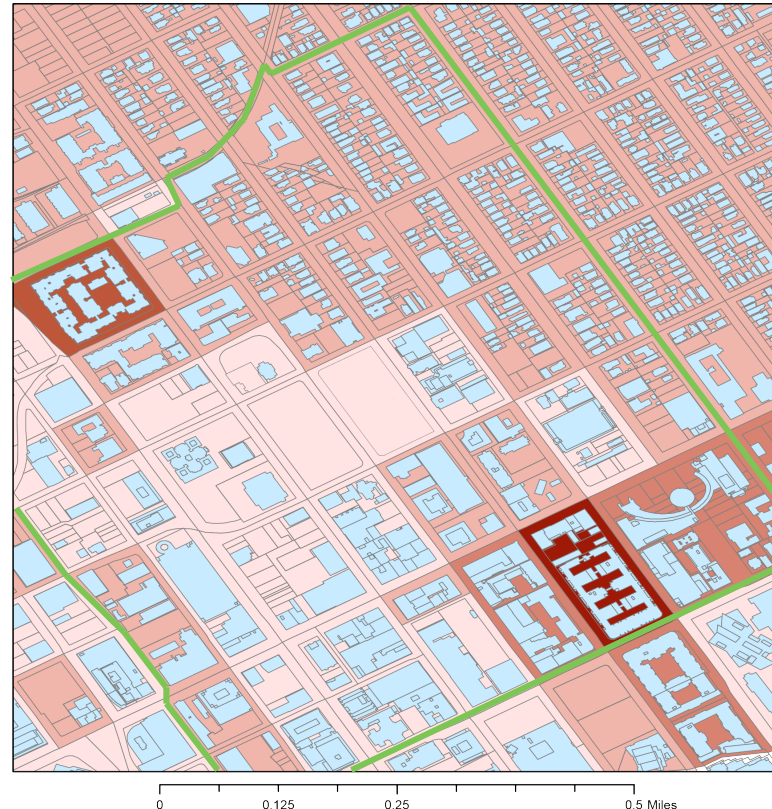
Residents Under 18



Population of Age Group per Census Block



Residents Ages 18-29



Population of Age Group per Census Block

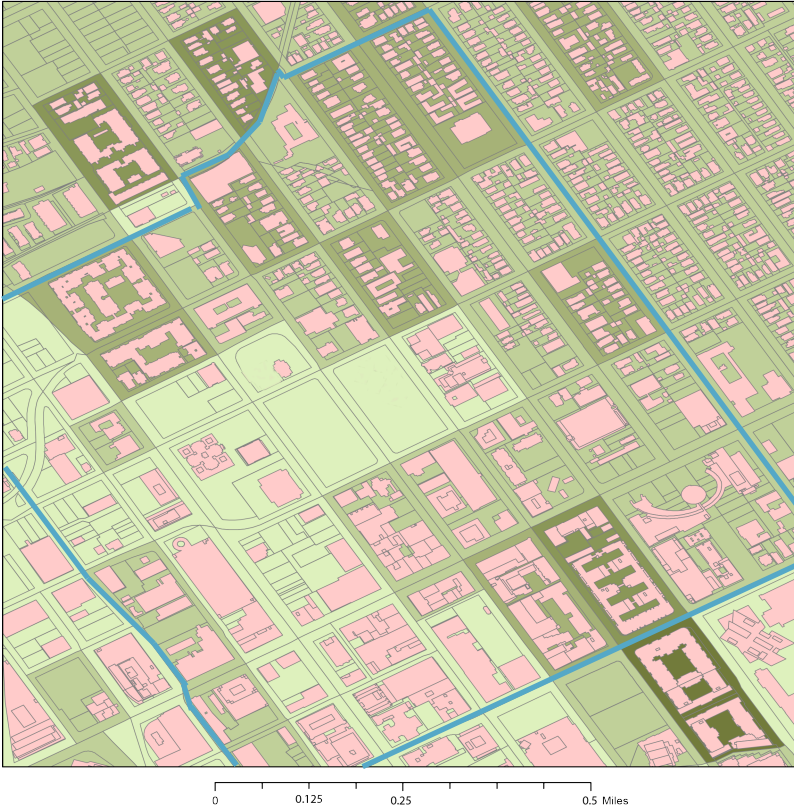


Source: 2010 Census

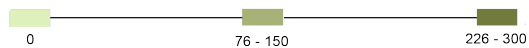
II. Existing Conditions

I. Age of Area Residents

Residents Ages 30-54



Population of Age Group per Census Block



Residents Ages 55-85



Population of Age Group per Census Block



Source: 2010 Census

III. Precedent Research

A1. Cafe Soleil, Sacramento, CA Context & Development

Cafe Soleil sits in Cesar Chavez Park, formerly known as Plaza Park, located in Sacramento. Cesar Chavez Park is one of the oldest parks in California and has shaped the city's downtown since 1849. It is located across from Sacramento's City Hall, four blocks from the Amtrak station, and three blocks from the State Capitol. For more than a century, the downtown square has been a focal point for community activities, including the Farmers' Market, music concerts, and community rallies. The surrounding context of the park has no residential land uses but is home to many office workers. Aside from these activities and prior to the cafe development, the park lacked foot traffic and had a large population of homelessness individuals.

In 1991, Grosvenor International and Lundberg International (tenants of nearby Tower Plaza) had difficulties filling leases in their building and saw the park as a great asset to bring activity to the area. They donated \$250,000 cash to jumpstart the area with a cafe. Construction began in 1992 and was completed that same year. Today the cafe is a popular destination for local residents, employees, and visitors who utilize the park and surrounding area.



Exterior View of Soleil Cafe



Cesar Chavez Park Fountain

III. Precedent Research

A2. Neighborhood Impacts of Cafe Soleil

[Discussion with Lori Harden, Parks & Recreation Commission, City of Sacramento]

Cafe:

- Has witnessed a huge difference in people feeling comfortable, sitting in the park, and keeping people for extended periods of time using the cafe.
- Open for breakfast and lunch. Closes by 3pm.

Operators:

- Long-time operators have taken extra steps to maintain and clean the cafe structure. Have been cooperative and understanding of the park's challenges. Family run business.
- Operators face challenges of meeting lease payments and rent has been reduced many times.
- Operators are aware they do not have exclusive rights to the park and that they must work with events.
- Operators have disliked other food vendors in park and have been given option of having a cart or booth in addition to cafe but declined.
- No competition issues with the nearby Starbucks or Quiznos.

Operations:

- Sacramento Downtown Partnership schedules activities. Has had a strong 20 year relationship with Parks and Recreation Commission.
- Sacramento Parks and Recreation Commission provides trash and bathroom upkeep.

Challenges:

- Smaller bathrooms were non-negotiable with General Services based on maximum park occupancy. Fewer bathrooms would have provided less maintenance and unwanted uses. Portable bathrooms may be brought in for large events.
- Small building footprint. The kitchen is too small for large catering orders (e.g. office lunches). They would have liked larger indoor seating area as well.



Soleil Cafe, Source: Google Earth



Improvement Plan Cesar Chavez Park, 2011

III. Precedent Research

A3. Cafe Soleil Timeline

1987: Plaza Park Fund established \$213,000

1989: Project for Public Spaces developed recommendations

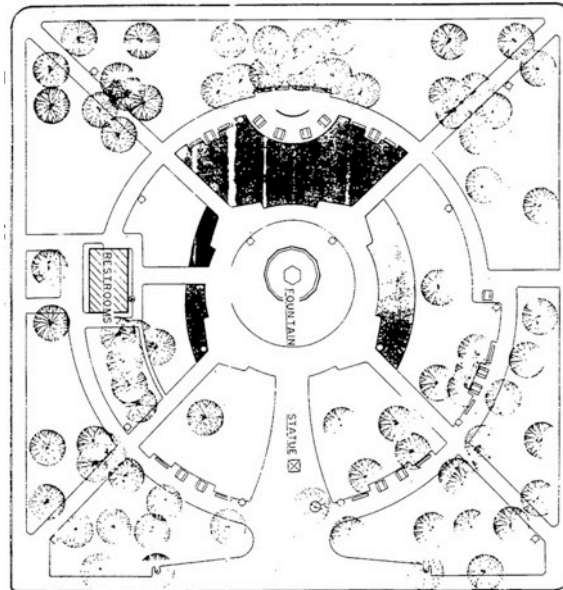
1990: Landscape enhancements, restroom, irrigation improvements, tree trimming completed. \$50,000 remaining.

October 1991: Initial public meeting held in which development for the cafe was identified; Project for Public Spaces (PPS) was retained to review a master plan developed by Haag Landscape Architects as a way to address public concern and changes. Based on the PPS report and public input, the Dept of Parks & Community Services recommended a cafe, lighting improvements, and landscape improvements.

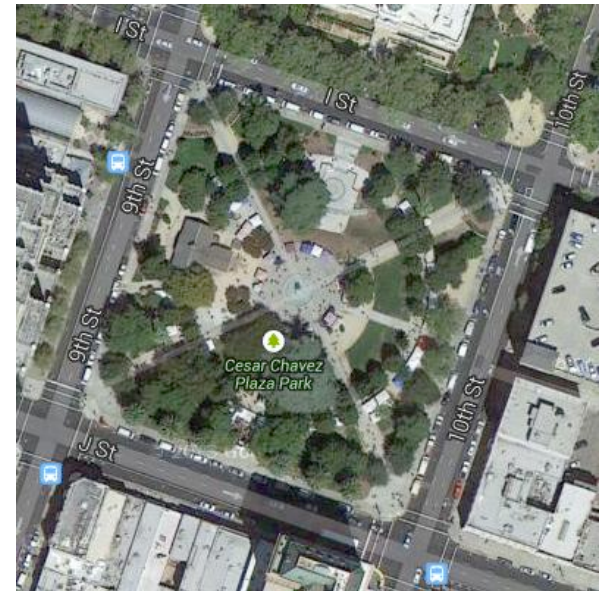
1992: City Council approved recommendations, following a generous donation of \$250,000 by Grosvenor International and Lundberg International (tenant of Plaza Park Tower). Renovations began shortly after.



Interior View of Soleil Cafe, Source: Google Earth



Plaza Park, 1992, Source: City of Sacramento



Cesar Chavez, 2014, Source: Google Earth

III. Precedent Research

A4. Cafe Soleil Funding Structure

Private Donation: \$250,000

City Contribution: \$50,000

\$200,000: Budgeted cost to demolish, design, and construct a new café, restroom structure, and expand paving.

\$50,000: Activities & programming.

\$50,000: Lighting improvements.

\$20,000: Landscaping improvements.

A majority of revenues and lease payments go directly to the Downtown Sacramento Partnership where the money is used to create and manage park programs and activities, including concessions.

Soleil Cafe is the highest revenue generator per square foot in Sacramento. (Project for Public Spaces)

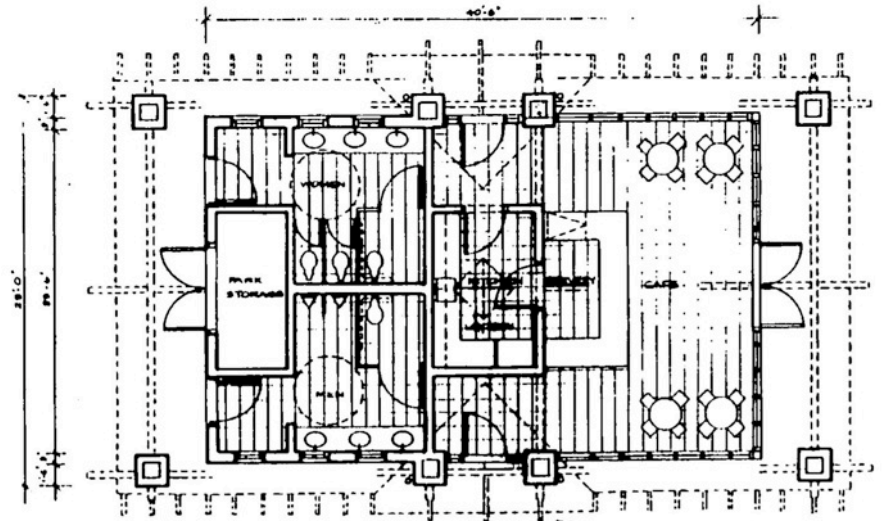
Public/Private Partnership

Public Actors:

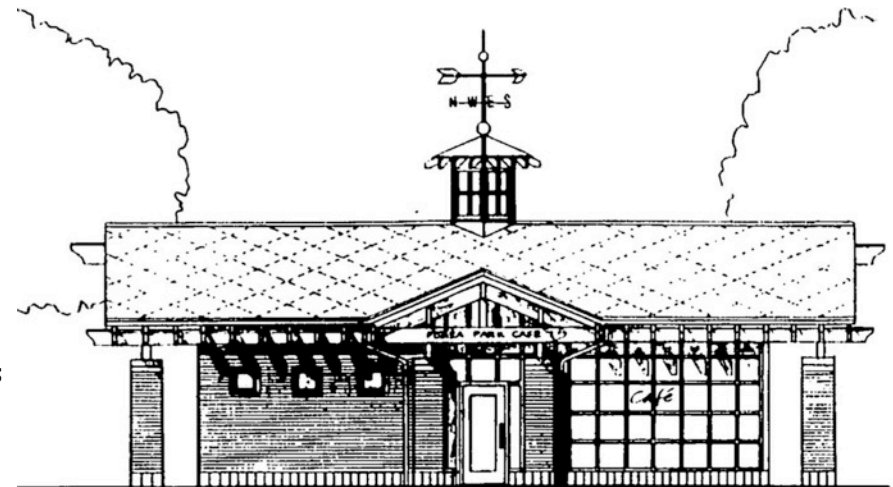
- City of Sacramento
- Sacramento Housing & Redevelopment Agency (SHRA)
- Department of Park & Community Services.

Private Actors:

- Grosvenor International and Lundberg International donated \$250,000 toward the project
- Downtown Sacramento Partnership promotes and manages programming for the Plaza.
- The cafe generates about \$12,000 a year.



Floor Plan Soleil Cafe, approx 1,120 SF with 2 ADA restrooms



West Elevation, Soleil Cafe

III. Precedent Research

Other Park Precedents

B1. Bryant Park, New York

Description: 9 acre park that features, cafes, restaurants, a pond, pop-up shops during the winter holiday seasons, and multiple events hosted on the Great Lawn at Bryant Park.

Park Management/Programming: Bryant Park Corporation is funded by property and businesses adjacent to the park, and revenue generated by events held inside of the park.

Funding: Privately funded, some partnering corporations include HBO, The New York Times, and Google



Magnum, Bryant Park
45 W 40th St, New York, NY



Seating Area, Bryant Park

B2. Washington Canal Park, Washington, DC

Description: Three block urban park approx. 3 acres. Features a full service restaurant and bar, interactive water fountains, an ice rink, and art sculptures.

Park management/Programming: Canal Park Development Association and the Capitol Riverfront Business Improvement District.

Funding: Funded by the District and Federal Governments, the DC Housing Authority, JBG, WC Smith and other developers and stakeholders in the Capitol Riverfront neighborhood.



Park Tavern
200 M St SE, Washington, DC



Park Aerial Perspective
Washington, DC

III. Precedent Research

B3. Union Square Plaza Cafés



350 Powell St, San Francisco, CA

Emporio Rulli

- Located on the northeast quadrant of Union Square
- Serves coffee, sandwiches, and pastries
- Emprio and Jeannie Rulli, owners of 8 locations (4 in SFO, 2 in Union Square, 1 in Marina District, 1 in Larkspur - original location)
- Annual Revenue: Less than \$500,000 (manta.com)
- 10-19 Employees



333 Stockton St, San Francisco, CA

Bancarella

- Located on the west quadrant of Union Square
- Serves coffee, sandwiches, and pastries
- Same owners of Emporio Rulli

III. Precedent Research

C1. Old Skool Cafe

Old Skool Cafe is a soul food and entertainment establishment located in one of San Francisco's underserved neighborhoods, Hunters Point. The cafe is a faith-based, violence prevention program that provides job and career training, and a built in support system for at least 25 at-risk youth between the ages of 16-22 throughout the year.

It also provides at-risk, previously incarcerated, and foster care youth with a variety of career opportunities that would not be normally offered to them. Their goal is to reconnect the village by working in collaboration with other community organizations, businesses, and churches in order to provide youth with a web of support.

Youth complete four months of training and then can apply for a variety of positions in the restaurant, including waiter, cook, or live band performer.



Source: <http://www.oldschoolcafe.org/>

III. Precedent Research

C1. Old Skool Café Funding

Old Skool Café receives substantial support from the government and the general public.

Café Revenue: \$345,905

Expenses: \$225,056 (\$100,00 in renovations)

(Figures from 2011 tax return)

Funding for year ending Dec. 2011:

Contributions, grants, gifts, and other similar amounts:
\$346,981

- Private Donor: \$50,000
 - Lennar Urban: \$25,000
 - Education Foundation: \$15,000
- (Figures from guidestar.com)

Total public support 2007-2011: \$666,410

IRS classification as an educational organization.



Source: <http://www.oldschoolcafe.org/>

III. Precedent Research

C2. Recovery Café San Jose

Originally established in Seattle, WA, the Recovery Café helps participants develop tools and access to other community resources for stabilizing substance recovery. They use meaningful daily activities and a positive community as powerful forces that help break the patterns and challenges of addiction, unemployment and homelessness.

The Recovery Café San Jose, founded on August 1, 2012 is a place where those who are ready to take a step toward recovery can spend their days in a supportive community. It is a place to connect with friends and mentors who support their dreams. It is a place where they can share meals, attend Recovery Circles, take classes, create art, and volunteer to work. At Recovery Café people are able to gain leadership and work readiness by practicing healthy behaviors with new friends.

The First Christian Church located in downtown San Jose, decided that it's building should be used to provide recovery services to all people, without regard to religious preference.



Source: <http://recoverycafesj.org/>

III. Precedent Research

C2. Recovery Cafe Funding

Recovery Café receives its funding from private donations and partners with the following agencies to further its mission:



Home Aid



Destination Home



III. Precedent Research

C3. Catalyst Kitchen

Catalyst Kitchen is a nonprofit organization that aims to empower at risk individuals through job training in the food industry. The organization currently has a network of 20 programs throughout the United States.

Members of Catalyst Kitchens collaborate in order to solve social issues including homelessness, reentry after rehabilitation, poor access to nutritious food, and lack of accessible employability and technical skills training.

They are extremely well known and have sponsors from a variety of organizations such as Wal-Mart, Boeing, and Starbucks. Their collaborative network of organizations have a shared vision to empower lives through their successful and valued hands on training.

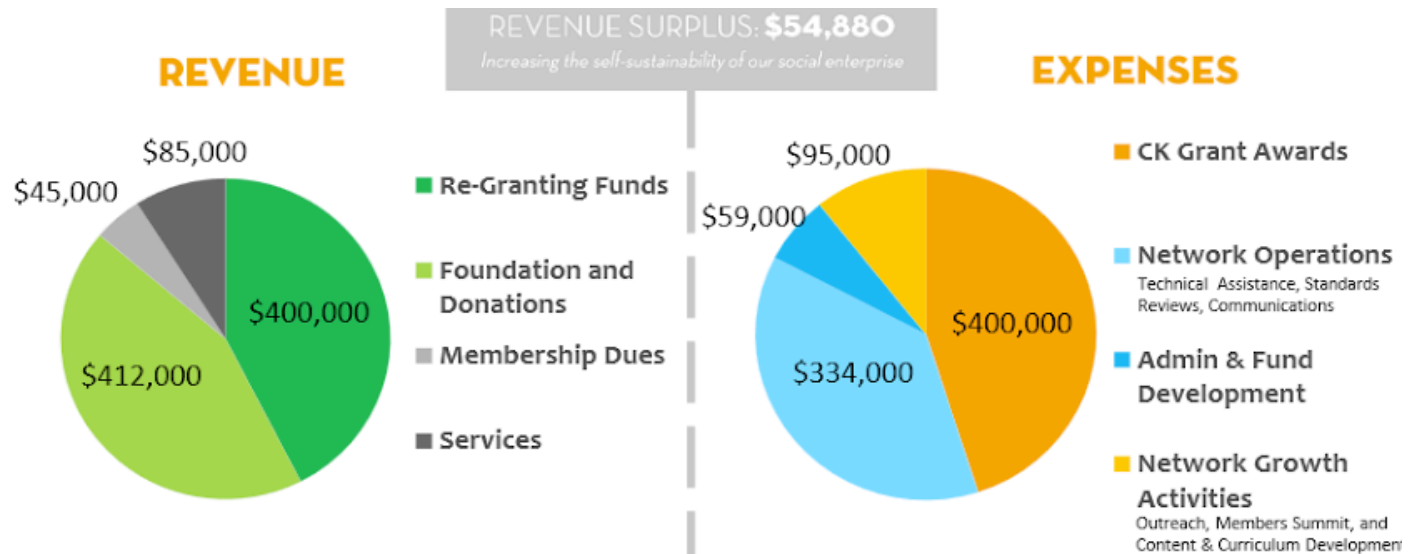


Source: <http://www.catalystkitchens.org/>

III. Precedent Research

C3. Catalyst Kitchen Funding

In 2012, Catalyst Kitchen produced 6.7 million meals and generated \$20 million in revenue. Below is a breakdown of the revenue and expenses for Catalyst Kitchen for year ending in 2012.



Source: <http://www.catalystkitchens.org>

IV. Project Recommendations

A. Cafe Social Impact

Proposing a community cafe is an important step in addressing the social issues currently affecting the vitality of St. James Park. Area residents and workers are familiar with instances of crime and the presence of homelessness and would like to see the park used and promoted for its assets as a gathering space that unites the neighborhood and supports their needs.

In order to address these issues, our approach acknowledges that the current homeless population will not be displaced, but rather will coexist with new park occupants. We intend to create more activity through pedestrian foot traffic than currently exists. This pedestrian activity will encourage “eyes on the street” which will contribute to the overall safety in the area. A similar approach was used in Cesar Chavez Park in Sacramento. City officials have mentioned that their cafe not only allows the homeless and new occupants to coexist, but that the safety in the park has greatly improved as well.

Promoting pedestrian activity on a repeated and consistent basis through the development of a cafe is the basis of our approach to transform the park’s current physical and perceived conditions.



IV. Project Recommendations

B. Cafe Design Parameters

Cafe Soleil Precedent:

Total Building Square Footage with 2 ADA

Restrooms: 40' X 28' = 1,120 SF

Front Service Area without Restrooms:

24' X 28' = 672 SF

2013 California Building Code

Building Classification:

Assembly Group A-2: Assembly uses intended for food and/or drink consumption including, but not limited to: Banquet halls, Night clubs, Restaurants, cafeterias with similar dining facilities, Taverns and Bars.

Exception 1: A building or tenant space used for assembly purposes with an occupant load of less than 50 persons shall be classified as a **Business Group B** occupancy.

Exception 1 recognizes that there are often small establishments that typically serve food and have a few seats that technically meet the definition of an assembly occupancy but due to the low occupant load pose a lower risk than a typical assembly occupancy. These types of buildings and tenant spaces are to be considered a Group B occupancy when they serve less than 50 people.

Examples of this include small "fast food" establishments and small "mom-and-pop" restaurants or coffee shops.

Cafe Necessities:

Front Service Area:

- Coffee equipment
- Cash register
- Pastry case.

Back Service Area:

- Storage
- Prep area
- Dishwasher
- Office
- Employee Restroom

Front Service Area Occupancy Requirements from 2010 California Building Code:

1 Person 7.5-10 square feet, therefore 30 people=300SF

Only one restroom needed IF seating area less than 450 square feet

Total Estimated Square Footage: 800-1200 SF

IV. Project Recommendations

C. Budget Plan

Our proposed budget involves three phases: Demolition, Construction, and Operations. Estimates for each phase come from a variety of sources and are approximate. **See Appendix B for figures.**

Ballpark Estimates:

New Construction:
\$300 per square foot

Prefabricated Structure:
\$240 per square foot

Resources:

Project Frog,
Jack-Pre-Fab Builders,
Pac-Van,
Allied Steel Buildings,
Speed-to-Cup Coffee
Solutions

Demolition	Design & Construction	Operations
Concrete Excavation	Architectural / Design Fees	Sales
Demolition (water fountain)	Soils Testing	Cost of Goods Sold
Trash Removal	Engineering	Operation Expenses
Site Work	Carpenter/General	Salaries and Wages
Tree Clearing	Plumber	Employee Benefits
Erosion Control	Electrician	Marketing Expense
Utility Disconnect	HVAC	Utility Costs
Permitting	Materials	Repairs and Maintenance
Labor	Siding	Occupancy Expenses
Survey	Roofing	Depreciation

IV. Project Recommendations

C. Estimated Operating Budget

Sales: A conservative estimate is an average of 18 sales per hour at \$6.00. Assuming cafe is open 360 days a year and 8 hours a day: \$311,040 annually and \$25,920 monthly.

Cost of Goods Sold: A conservative estimate is around 30-45% of sales. The cost of goods sold is determined by whether operators sell, purchase or make their own food. The estimates to the right are 40%.

Salaries & Wages: If the cafe has a direct contract with the city, then the living wage ordinance would be in effect. Assuming a staff of three at the living wage without health insurance of \$19.06 per hour, and working 360 days per year at 8 hours per day: (\$164,678.40)

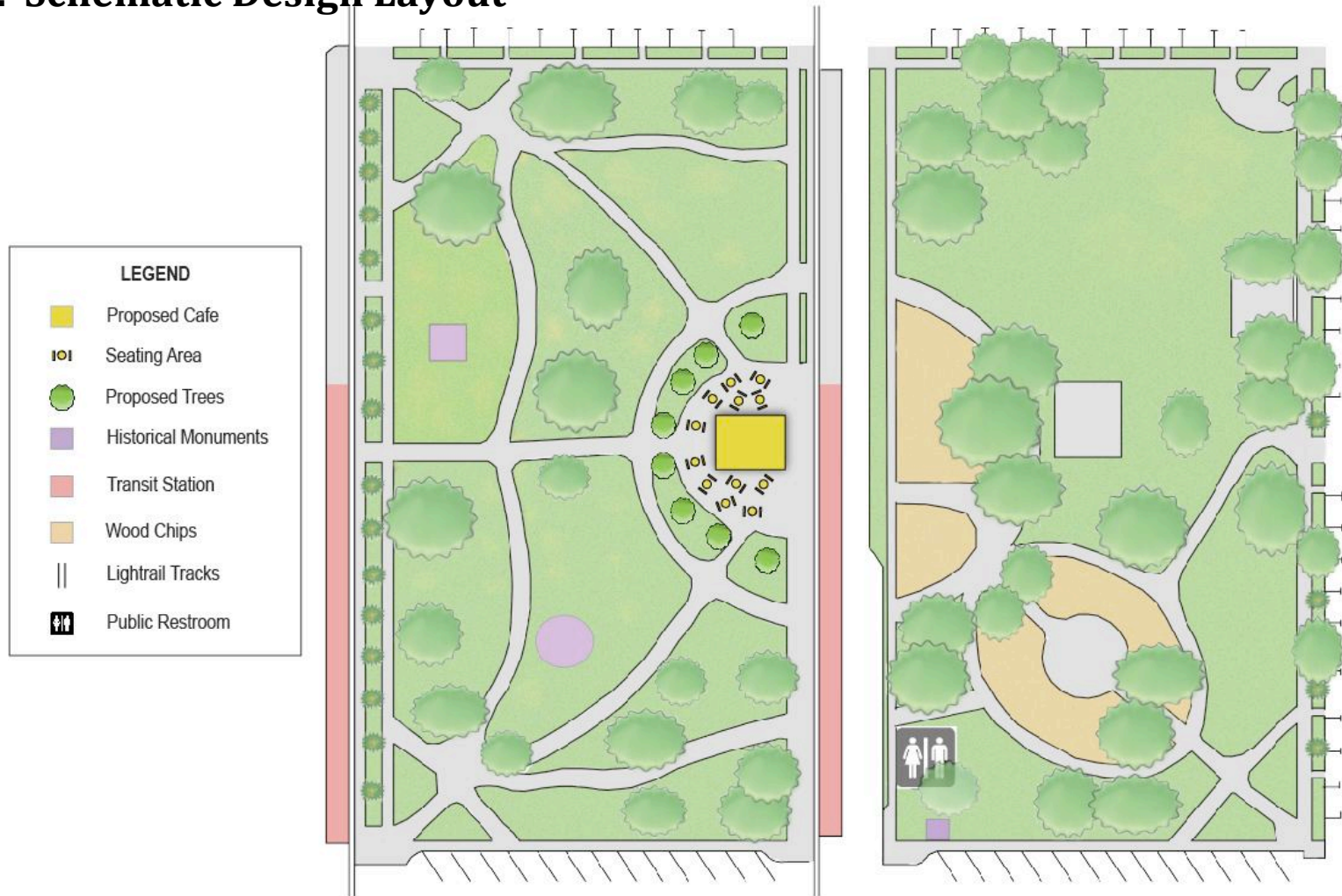
Other operating expense estimates received from café operators in San José.

*Estimates from CoffeeForums.com:

Sales	\$311,040
Cost of Sales	(\$124,416)
Gross Profit	\$186,624
Operating Expenses	
Salaries & Wages*	(\$164,678.40)
Marketing Expense	(\$6,000)
Utility Cost	-
Repairs & Maintenance	(\$1,200)
Miscellaneous	(\$6,000)
Depreciation	-
Total Operating Expenses	(\$177,878.40)
Income Before Interest & Taxes	\$8,745.60

IV. Project Recommendations

D. Schematic Design Layout



Source: 2014, Jeremy Attema

IV. Project Recommendations

E. Modular Design Examples



Mobile Coffee Bar in Amsterdam

ING Express mobile coffee bar

- Designed to be a temporary structure used for festivals, concerts and other outdoor events
- Features: LED lighting, rotating bar and stackable wooden chairs
- Can easily be turned into a cafe



Modular Starbucks in Denver

Experimental LEED-Certified Starbucks

- Walk up or drive thru, no seating for customers
- Reclaimed wood from Wyoming, others were reclaimed shipping containers from Seattle
- Neighborhood oriented design, low-risk and low-cost
- Around 500 sq ft, can fit 3-5 employees

IV. Project Recommendations

F. Cafe Design Examples



Model Cafe in public park.



Botanical Garden Cafe.
Akureyri, Iceland



Gallop Cafe. Singapore



Cafe Pavilion & Visitors Center.
Philadelphia, PA



Toome Hill Park Cafe.
Tartu, Estonia



Battersea Park Cafe and Snacks.
London, England

V. Acknowledgements

A. Proposal Team

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Evolving List of Stakeholders

City of San Jose, District 3

City of San Jose, Parks, Recreation & Neighborhood Services

City of San Jose Police Department

City of San Jose Planning, Building, & Code Enforcement

Santa Clara County Parks and Recreation Department

St. James Neighborhood Association

San Jose Downtown Association

CommUniverCity San Jose

Neighborhood Housing Services of Silicon Valley

San Jose Parks Foundation

Opportunity Fund

Preservation Action Council San Jose

Recovery Café

Trinity Cathedral